



County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration
500 West Temple Street, Room 713, Los Angeles, California 90012
(213) 974-1101
<http://ceo.lacounty.gov>

WILLIAM T FUJIOKA
Chief Executive Officer

Board of Supervisors
GLORIA MOLINA
First District


MARK RIDLEY-THOMAS
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

December 24, 2012

To: Department Heads
From: 
William T. Fujioka
Chief Executive Officer

LOS ANGELES COUNTY ANNUAL REPORT TAPINGS

The 2012 Los Angeles County Annual Report is currently in production and will require the brief participation and support of all department heads.

You will recall that the 2011 Annual Report shifted from a traditional, printed publication to a digital, multimedia format located at www.lacountyannualreport.com. This web-based report saw a 400% increase in audience growth, received positive reviews in local media and governmental industry publications, was honored as "Best Worldwide Large Government Annual Report" and received the award for "Top 100 Annual Reports Worldwide," ranking at #66 overall, ahead of several Fortune 500 companies.

The 2012 report will repeat the same format as last year. Every department will be represented by a short video of the department head discussing major accomplishments, milestones, or key services. These videos will be approximately 1-2 minutes each. Specifically, each department is asked to develop and provide a script of approximately 250-350 words that is highly-focused on a few succinct accomplishments from the 2012 calendar year.

Over the next several weeks, the CEO Office of Public Affairs production team will host a number of taping days at the Hall of Administration, Room 358. All production aspects and taping facilities will be provided by Public Affairs, the only requirements from departments are an advanced copy of your script for loading into the teleprompter and selecting a time for your taping. Public Affairs staff are available to assist with script development, ensuring message content conforms to the time requirements and desired outcomes. Each taping appointment is scheduled for 30 minutes, providing ample time to practice with the teleprompter and tape several versions of your video.

"To Enrich Lives Through Effective And Caring Service"

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For questions or guidance, please contact David Sommers, Director of Public Affairs, at dsommers@ceo.lacounty.gov or at (213) 974-1363. To RSVP for an available taping time from the list below, please contact Brandon Dowling with the Office of Public Affairs at bdowling@ceo.lacounty.gov or at (213) 974-1314, no later than Friday, January 11, 2013. Scripts must be provided to Public Affairs no later than two days before your taping appointment and can be sent to Brandon Dowling.

Available taping dates and times at the Hall of Administration, Room 358:

Tuesday, January 22nd

(Appointment times every 30 minutes between 12 - 4 p.m.)

1 p.m. Board of Supervisors Meeting

Wednesday, January 23rd

(Appointment times every 30 minutes between 8 a.m. - 4 p.m.)

Thursday, January 24th

(Appointment times every 30 minutes between 8 a.m. - 4 p.m.)

Monday, January 28th

(Appointment times every 30 minutes between 12 - 4 p.m.)

Tuesday, January 29th

(Appointment times every 30 minutes between 8 a.m. - 4 p.m.)

Wednesday, January 30th

(Appointment times every 30 minutes between 8 a.m. - 4 p.m.)

Tuesday, February 5th

(Appointment times every 30 minutes between 8 a.m. - 1 p.m.)

WTF:RA
DS:bd

c: Each Supervisor
Departmental Chief Deputies
Public Information Officers
Department Heads' Administrative Assistants